

The REPORTER

of Direct Mail Advertising

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Photograph Courtesy: David Westheim, Inc.

Selling Dress Ideas by Direct Mail . . . It can be done. See Page Five

**Report of Direct Mail
Activities during May, 1947**



INSECTICIDES, HERBICIDES, AND NYLON

In 1939, the U. S. chemical industry did right well with a laboratory personnel of 70,000 and total sales of \$3,700,000,000. Today, it is America's fastest growing industry . . . and by 1949, it is predicted, laboratory personnel will crowd 200,000 and total sales will soar to ten billions.

All this will be accomplished by the development and exploitation of new chemical products, such as fluore compounds and silicones . . . of new insecticides, herbicides, fungicides, and germicides . . . of Nylon and synthetic rubber and plastics . . . of, perhaps, even atomic power.

Paper, of course, is as vital to the chemical industry as the chemical industry is to paper . . . and it

is our job, as "Paper Makers to America," to do our utmost to meet the demand of all expanding industries for Mead Papers of the Mead, Dill & Collins, and Wheelwright lines. This takes some doing these days, but we're making headway . . . and Mead merchants the nation over will keep you posted on the current availabilities of "the best buy in paper today."

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The Month's Round-up

This reporter enjoyed the pilgrimage to Boston (week of May 26th) to attend annual convention of the Advertising Federation of America. As conventions go . . . it was just another convention. Or have too many conventions made us too critical? But, it is good to sit around and chin with friends from everywhere.

What's needed most . . . more showmanship . . . more get-acquainted stunts . . . fewer stuffed-shirts who love the limelight . . . fewer ghost-written speeches . . . more hard-boiled instructions to speakers to forget long-winded wind-ups, excuses for being there, references to the rough night before and . . . off color stories. One formula for writing good sales letters would help most convention speakers. Remember . . . blue pencil first two paragraphs? O. K. . . blue pencil first two or three pages of notes. Hit the subject in the first line and stick to it. And then throw all prepared manuscripts into the ash-can. Listening to a man reading a speech is the low spot of every convention.

Reporting the Direct Mail Department is a difficult job. In this issue, we're giving you the highlights of talk by E. W. Thomson, Vice President of Dickie-Raymond, Inc., Boston. It furnishes a good refresher outline . . . and answers a few pertinent questions about budgeting and such. Charles Konselman gave an amplified version of his "coordinating" theme which appeared in *The Reporter* last month. No use repeating—but Charlie will have sequels in coming issues. Bob Stone of The National Research Bureau, Inc., Chicago, gave a really brilliant lantern presentation . . . showing with colored photographs various tests with formats, color and copy. But, we'd have to reproduce the colored slides to have the story make sense. Don Molitor of Edward Stern & Company, Inc., Philadelphia, talking for producers, predicted (1) better long-range planning of Direct Mail, (2) better quality, and (3) more generous use of art. Edward Mayer reported on the postal "situation" . . . and that is covered in this month's "Playing Post Office" department.

Elmer Lipsett of S. D. Warren Company, Boston, By McCoy of Stecher-Traung Lithograph Corporation, Rochester, Dave Fleischer, St. Louis, May VanderPyle, Detroit, and others, regaled us with tales of what's happening in Direct Mail around the country . . . tales which eventually find their way in some form or other into the pages of *The Reporter*.

Traveling around between Florida and Boston . . . *this reporter* naturally hears talk of "a recession" or "readjustment" or just plain "depression." Suppose we'll have one if everyone keeps talking about it. But we ask you to read carefully the report in this issue on selling dress ideas by Direct Mail. There's a story for the book . . . and for the depression-talkers. In spite of a falling market, Direct Mail goes to work on a concentrated field and increases business. *The Reporter* is after more stories like that. What have YOU done . . . to concentrate your Direct Mail on the names which can do you the most good? Send us your case histories. And don't let "recession" talk scare you. May be good for you . . . to do some extra thinking on sound selling.

The Direct Mail Advertising Association Convention Committee is making progress. Program will be

ready to report next month. It will be hard boiled . . . and down to earth.

Horace R. Baker, 930 Union Commerce Building, Cleveland 14, Ohio, is in charge of booth sales for commercial exhibits. He reports that orders are coming in from many of the old timers and space assignments are being made. This will be first national Direct Mail exhibit since 1938—and a display in Cleveland should be well worth the time and money of any supplier or producer of Direct Mail.

* * *

Now . . . here is a new service we'd like to start in the next issue of *The Reporter*. Many people have suggested that we resume the monthly criticism of actual letters . . . so popular in *Postage* and *The Mailbag* days. We've delayed doing it . . . for press of time, hesitating to injure feelings and what not. But, why not?

If you can stand friendly public criticism . . . send us your sales letters. If they are O.K., we won't criticize. May even *praise*. But if mistakes are of general interest, and criticism will help prove a point . . . we'll print your letter and our suggested corrections. First come . . . first served. Can't promise to handle all of them . . . but if enough of you are interested, we'll make it a regular feature. Be sure to give us background facts, type of list used, etc.

H.H.

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Concentrated Letter Campaign Gets Results

Special Report based on Interview with Philip Barber of Robbins and Barber, 270 Madison Avenue, New York 16

There is nothing new about manufacturers using Direct Mail to try to sell more dresses to retailers. What is new about the dress manufacturer, David Westheim's use of Direct Mail is that his campaign has brought in substantial new business in spite of a declining market.

In January, 1947 Mr. Westheim, surveying the dress market, concluded that there was bound to be a considerable dropping off during 1947 of the record volume of business rung up in 1946. However, Mr. Westheim reasoned, perhaps it was not necessary for the David Westheim Corporation to take a cut in business. He was convinced of the high quality of the budget priced dresses in the Westheim line, and he believed that there would continue to be a large demand for smart high styled dresses selling for under \$30.

Mr. Westheim's second conclusion was based on his own business experience. In 1946 he had sold more than 40 per cent of his total volume to smart Fifth Avenue stores. This was not accidental. His large sales volume had followed upon a carefully built and continuing relationship with presidents, vice presidents, and merchandise managers of these stores. Therefore, Mr. Westheim reasoned, perhaps if he could establish the same sort of relationship with store executives outside of New York, he could actually increase his volume of business.

At this point Mr. Westheim turned to the public relations firm of Robbins and Barber. He was not interested in publicity. He chose the firm of R&B because while they were experienced with fashion accounts, were accustomed to supplying a rounded, complete public relations service, rather than publicity alone. R&B's first step was to make a rapid market survey of his outlets, potential volume and possibilities of expansion. R&B also, of course, reviewed the West-

heim merchandise and the new designs in work. On the basis of all this, R&B concluded that the strength of Mr. Westheim's business lay not only in the quality and style of his merchandise but in the personal relationship he had built up with key store executives in New York.

The obvious and most economical way to work rapidly toward establishing a relationship with stores outside of New York was, of course, through Direct Mail. Plans for a campaign were drawn up, which consisted of a double-barreled attack on the problem. A series of personal letters were to be sent by Mr. Westheim to the top executives of the leading stores outside of New York City. These letters were to be developed in terms of policy, and were essentially low pressure. They included thoughtful discussions of the current situation in the dress business and set forth some of Mr. Westheim's theories in regard to how a high volume of business would be maintained by retailers during the coming year.

The second barrel in the campaign consisted of a series of letters directed to the dress buyers of the stores, numbering several thousand. Special stationery was designed which carried at the top the printed slogan, "David Westheim Says." Each letter in the series carried a headline, the first being "There's no more Main Street." The letter itself was signed by the fashion director of R&B and was usually written as a report of conversations with Mr. Westheim about various subjects. Done this way, it was possible to talk about Mr. Westheim and the Westheim line with considerable enthusiasm.

The response was better than anything R&B had dared prophesy. The letters to executives actually had a return of close to 70 per cent! In some cases the answer was in terms of a personal call on Mr. Westheim,

or a long distance telephone call. In almost every case the answering letter was followed up by a personal visit from one of the top executives of the store.

The letter to buyers was equally successful. There was no effort in it to solicit a reply, and a considerable number of answers were received. The purpose of the letters to buyers was supplementary. R&B wanted to make sure that if the top executive called in the dress buyer and said, "What about David Westheim's dresses? How many are you buying, and what do you think of them?" that the dress buyer would have fresh in her mind knowledge about David Westheim and his dresses and policies.

The net result of this campaign was that in April, during the time that Seventh Avenue was experiencing its worst doldrums, and with buying of department stores reduced to its lowest levels in over ten years, the David Westheim showroom was actually crowded with merchandise managers, vice presidents, and buyers in quantity throughout the month of April. Not only did they come to look at the merchandise—a mid-season collection—they bought hundreds of thousands of dollars of dresses. At present the new fall collection is getting the same sort of reception, and there seems to be little question now but that the David Westheim Corporation will do a larger volume of business in 1947 than it did in 1946!

The moral to this story seems to be that no matter how good merchandise is, sales will reflect that extra merit only if you can get the attention of the executives who determine buying policy—and that the right kind of letters will do this job.

Without such a campaign, the tendency of the buyers would undoubtedly have been to scale down their buying more or less the same as far

as each manufacturer was concerned. It takes a buyer of unusual courage and authority to increase purchases from one manufacturer while cutting buying as much as 50 per cent. This Direct Mail campaign was effective because it singled out David Westheim from the run of dress manufacturers in the minds of policy making executives, and at the same time kept

the friendly interest of the buyers.

As to the letters that went to the executives, there was nothing startling or tricky about them. They were direct, friendly, well reasoned letters.

The letters to buyers have had novelty and attention getting gim-

icks, but basically they, too, have been direct, thoughtful letters.

Robbins and Barber is continuing the campaign indefinitely since its purpose was to establish and maintain the kind of relationship over the country that Mr. Westheim has had with the New York City executives—and so build increased sales.

DIRECT MAIL--A Challenge to Research in Humanics

By EDWARD L. BERNAYS

I am glad to appear before this ancient and honorable body of letter writers, whose art goes back to the fourteenth century B.C. when Egyptians mailed stone tablets to each other, and to the twelfth century B.C. of the Chou dynasty in China when edicts of the emperor were delivered by the postman. Our own inter-colonial mail service was organized in 1692, although it was not until 1847, just 100 years ago, that the first U. S. postage stamp was issued.

I found out long ago that every member of an audience of specialists knows more about his subject than the so-called expert who addresses them. I have also discovered that the sum total of knowledge of the audience is greater than that of either the speaker or any individual listener.

If the luncheon speaker would only recognize this truism, life would be easier for both him and his audience. But how to accomplish this task?

The technique, of course, is an old one. The ancient Greeks started it. They called it a symposium. First this meant the conversations that followed after a dinner, then a collection of opinions gathered on a subject. But today, in a more scientific age, the symposium becomes a research or study project.

When I was asked to talk to you about Direct Mail, I decided to confound you experts by quoting you to yourselves. I decided to use your own medium—the mails—to accomplish this purpose. The secretary of your association gave me a list of the most important users of the mails. To each I wrote a letter, stating my purpose and asking for his individual wisdom on a number of important problems which concern you. I received many

Reporter's Note: Once again, we'll have to break our "rule" against printing speeches. This one is too good to miss. It was made at the 28th annual luncheon of The Mail Advertising Service Association of New York, on May 6, 1947 in the Hotel Waldorf-Astoria, New York City. It will give you something to think about.

long, interesting answers, which should not surprise you successful users of Directed Mail.

I supplemented this method of gathering your collective wisdom by personal conversations with some of you, further to probe the mystery of Direct Mail effectiveness, talking to men like Nick Samstag and Pratt of *Time*. I reread your literature—books, magazines, and pamphlets such as Henry Hoke's entertaining and meaningful "Dogs That Climb Trees." And then I added, subtracted and interpreted all this in terms of my thirty-five years of public relations experience in using the mails.

Opinions of the Experts

I shall try to give you, briefly, I hope, these findings. First of all, may I tell you what you already undoubtedly expect—that the experts disagree. Most of them appear to belong to two main schools of thought about Directed Mail. The first we might call the formula school of thought. In our mechanistic and scientific civilization many of us like to try to transfer the formula idea from pure and applied science to our human relations and social sciences. Thus, this group maintains that there are basic rules of Direct Mail, which can be generally

applied to its successful operation. This school adheres to the kind of program we are familiar with in so many other phases of our American life, such as the ten rules for foot health, the five point program for safety on the highways, and so on. It starts with the premise that all that you need for success is to follow the right rules.

To illustrate, a representative of this school of thought, in a letter to me, held the physical appearance of a letter to be most important, because "a letter is not even read or at least has two strikes against it if the appearance is poor." Second in equal importance were the reproduction method and the stationery, this respondent said, quote, "because it is so important to create a friendly mood with warm color and quality paper." Content was "definitely third," because "preceding qualities must be good, if content is to be read in a receptive mood. The content is important because it must carry the interest of readers long enough to tell the story and move them to action, to get the reader to send in the return card." Fourth was a technique to facilitate response so as "to create speed of action." Fifth was the class of mail, but here, says the respondent, "it is only important when speed in getting returns is necessary."

My mail brought me many answers which fell into what I call the formula school of thought. The majority of correspondents who believed in formulas concurred that content is the most important factor, that physical appearance is second in importance, followed by the method of reproduction, the class of mail, facilitation of response, stationery.

But there was another equally articulate school. Its most vocal member was Nick Samstag, a brilliant practitioner of your art and responsible, I gather for the millions of pieces of mail that go out each year for *Time*, the news magazine, the *March of Time*, and their international publications. Nick believes that all such formulizing about content or appeal is largely poppycock. His is the forthright judgment that effective Directed Mail, as he calls it, stems from the application of a technician to his work. The successful mailing results from a blending of skills, experience and aptitudes, working from three basic principles: (1) Know what to do and do it; (2) Have no inhibitions and try everything; (3) Test and test and test.

The latter point is seconded by Boyce Morgan of The Kiplinger Washington Agency who says: "The only safe thing to do in Direct Mail is to test and test again, and keep on testing until you know from experience how your own product can best be sold by mail."

In a sense, this is not so much a formula, as a credo.

Nick Samstag further maintains that there is no royal road to a 3 per cent or a 22 per cent or a 45 per cent return. A four-page letter may wow them one day and not the next. A letter may have been a failure yesterday. Tomorrow it may be a success because events and conditions have changed. One of the most effective mailings ever sent out by *Time* was a million letters with charred edges. The edges of the letters had been rubbed with kerosene and then burned. When the recipient took the crumbling letter from the envelope, he read: "The Nazi flame is licking at the coasts of England." Today that letter would obviously be dated, but it was brilliant at the time it was used.

Nick and the followers of the philosophy he advocates believe in know-how backed by experience and activated by invention. Their school doesn't deprecate rules or formulas. It knows them but then it says: "So what?" Formulas are dangerous, because even if you follow them, you may have a poor piece of Direct Mail. And then what! Formulas become part of a man's background knowledge rather than tools in themselves.

Some of my respondents replied in ways which fitted neither the one nor the other philosophy, neither the point program nor the school of Nick Samstag.

It might be diverting to you to have a few of these opinions.

Dick Simon of Simon & Schuster wrote me: "A product must have a 'this means me' appeal. It must be helpful. As publishers, we have found it impossible to sell 'literary' books by Direct Mail. The only books that we can sell by mail are those that perform a service for the reader or else those which show that a book which was once at a higher price is now at a lower price."

Simon & Schuster also stressed the importance of content. They told me that one of their most successful direct-by-mail campaigns was for their "Treasury of Art Masterpieces." They ascribe its success to two things: (1) People with culture and money were becoming more and more interested in art during the latter part of the 1930's; (2) They figured that a book which would reproduce art masterpieces as well as possible and with the greatest authority back of them, at the lowest possible price, would do well. The book had the authority of Thomas Craven who had written books on art, but far, far more, it had the names of the great artists from the Renaissance to modern times.

The need to put Direct Mail on a more scientific basis is shown by the deviation in percentage of responses received from even the most successful mailings of the wisest mailers. For example, the McGraw-Hill Publishing Company reported that in 1930 they received a 22% return in subscription orders at \$3 each from a Direct Mail campaign on their magazine *Electronics*. The Grolier Society in their most successful campaign, for their Book of Knowledge Annual, received reservation orders from 80% of their mailing. The Penn Mutual Life Insurance Company in their best campaign received a 22% response to a Direct Mail campaign.

Improvements Needed

From the letters I received it is also apparent that users of Directed Mail have a number of suggestions to make it more effective. Among the improvements my respondents felt were most needed were, first, lower

costs—both in production and postage. Next, many felt that greater accuracy and more careful selection of lists was necessary. By lists I don't mean merely blocks of names taken out of indexes, directories, and mass produced books. Mailing lists represent the result of careful sociological studies of the particular market groups you want to reach. The third most common improvement cited as necessary was improved mailing company services, as for example automatic collating and inserting. In addition, some organizations listed improved letter content (fresh approaches, analysis of recipients, etc.), improved government service (lower postage, greater speed in handling), and — a few — mechanical improvements, such as in addressing and fill in.

But will these suggested improvements really do the job of making your Directed Mail efforts as effective as they should be?

Doesn't the answer to your problems really lie in a more fundamental approach? You users must recognize that you are specialists in communication, not artisans in the mechanics. You users must develop research in two highly important fields of human knowledge, first the art and science of communication by mail; second, research into the nature of human beings. Communications include language, lists, letterheads, envelopes, printing, addressing, testing, and mailing. Human relations research includes the study of the emotions, character and mental characteristics of the recipient.

The science and art of communication as a whole is one of the major problems facing the world. The most recent number of the *Annals of The Academy of Political and Social Science* is devoted to the subject "Communication and Social Action." It warns in the foreword that our civilization is in a race between communication—and that includes Direct Mail—and chaos. We know that what we call society is only a network of partial understanding held together by communication, in which the mails play an important part. Every act of a buyer involves some form of communication from buyer to seller and seller to buyer.

We have come a long way in our physical ability to communicate with one another from stone tablets, drum

beats, message sticks, and pebble markings. But despite speeded up technology, the psychological barriers remain. What are the most effective ways to use language to make ourselves understood? At best words are poor substitutes for meanings. Language often distorts. It isn't objective. The science of semantics tries to clarify meanings. In addition, the physical elements need comparable study—paper, ink, reproduction methods—to measure impact.

Here are two examples of communication research that illustrate the points I am trying to bring before you. One of my friends, a greeting card manufacturer, recently cooperated with the University of Chicago in a study of the meaning and impact of the words and picture symbols on Christmas and Easter cards. It was found that certain conventional symbols for Mother's Day, Christmas and other ceremonial occasions were not necessarily the most potent. This study has completely revolutionized his business and increased its success.

The second example is that of Rudolph Flesch's readability studies. Flesch proved conclusively that many books and newspapers are written above the heads of their intended readers. A number of publishers have put his findings to good account.

I am sure there must be many other such fields of communications research which you could profitably explore, and that in doing so our universities, colleges, and foundations would be willing to cooperate with you.

The second field of research I recommend to you is the study of man's behavior. The great sociology, psychology and other social science departments of American and foreign

universities are studying the nature of man, his attitudes, his characteristics, in short, why men behave like human beings. Much of this knowledge is still in Ph.D. theses tucked away in libraries or in obscure learned journals with circulations of 500 or 750. It should not be allowed to remain unused, and I think one of the greatest services you could render would be to rescue it from its present obscurity.

To be sure, we recognize and apply some of our present-day knowledge of the motivating factors in human beings, but we have only scratched the surface. With today's available knowledge it is neither visionary nor impractical to consider scientifically the respondents' drives and needs in your letters. Their great variety and complexity need not be discouraging, for one can strike at common basic factors.

For example, a sense of insecurity is almost universal today. In some people it manifests itself in snobbism, in great ambition, in a drive for power. Aggressiveness is often an over-compensation for insecurity, and such aggressiveness can often be channeled—through letters as well as other means—to fight an evil.

Other personality traits which add much weight but no additional postage to Directed Mail should be taken into account. Some men need admiration and some find relief in gregariousness. Some men are expansive and have a compelling urge to express themselves. Others are driven by exhibitionism—they have to attract notice. Some are egoists with a strong belief in their qualifications for leadership. Some are martyrs and eager to align themselves with unpopular causes. Some are contrary-minded

and take the other side of every proposition. Some are extremely suggestible. Many people are ready to go along with a good cause, for innumerable Americans are altruistic and kind and respond to an appeal to their social consciousness. They want to help worthy ideas, causes and people. But they have to be individually reached, by using the results of research in human relations which will enable you better to employ the techniques of communication.

Research Needed

That is why I urge you to undertake or stimulate research that will make available present findings and broaden our knowledge both of communications and of human behavior. In carrying on Directed Mail you are practicing an applied social science. Business conducts research in chemistry, physics and other physical sciences and applies the results to everyday practices. No paper manufacturer makes his paper without knowing down to a decimal point the amount of acid necessary for bleaching. But there is a terrific time lag in employing the techniques of the social sciences. How many of you here employ scientific researches that cover the field of humankind?

We have seen that Directed Mail covers many aspects of communications and of human behavior. It involves the whole process of engineering the consent of those whom it is trying to influence in a highly competitive civilization. It should receive the benefits of the most scientific methods in order to carry out its social function most effectively.

Reporter's Note: To all of which, this reporter can say another "Amen."

THE "PROFESSOR" CAN WORK, TOO!

Too often teachers of or writers about advertising can talk or write about the subject a whole lot better than they can actually perform.

So, naturally, *this reporter* is proud to praise the latest performance delivered by Harrie Bell of Allen, Lane & Scott, 1211 Clover Street, Philadelphia 7, Pennsylvania.

Harrie teaches Direct (Mail) Advertising at the Price School. He also put his teaching into the book, "Get-

ting the Right Start in Direct Advertising," which *The Reporter* unhesitatingly promoted. And now Harrie is demonstrating again that his own Direct Mail is tops.

Allen, Lane & Scott are celebrating their 75th Anniversary. It was time for a brochure of some kind. Should it be in keeping with conservative tradition . . . should it be modern . . . or what?

Every reader of Bell's book or his articles in *The Reporter* should try to get hold of a copy of the new 7" x 10", 28-page booklet entitled

"Years Are Not Everything." It is a delightful combination of conservative tradition, humor, modern dress and smart selling . . . nearly impossible to describe. To top the climax, Harrie used as his illustrator, Bill Schattan, whose unique drawings have appeared in *The Reporter* and "Dogs That Climb Trees." We honestly think that this new type Anniversary booklet sets a new high mark at which many advertisers should attempt to shoot. Harrie can go right on teaching and writing. He has demonstrated for the records that he can deliver the goods.

Remington Rand's revolutionary Plastic Plate

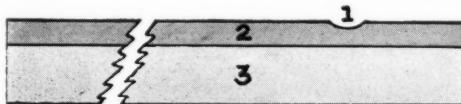
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FREE
SAMPLE PLATES

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Now you can obtain *better* direct image offset duplication at *less cost* by using the new Remington Rand plastic plate. Here are a few of the many advantages this patented plate gives you:

- 1 Consistently better corrections that hold up for the length of run.
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- 3 No oxidation or "curl up":—you file these plates easily.
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After exhaustive tests, laboratory technicians state:—"Typed with a carbon paper ribbon, this plastic plate produces copies at least equal, and in many cases superior, to top-quality photographic offset work!"

To demonstrate this new plate's manifest superiority, we will send you without charge 3 direct image plates to use on your own duplicator.

Get your free plates now. Just phone your nearest Remington Rand office or send us the coupon below.

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My offset machine is a _____ MAKE _____, Model No. _____

Send me free information on photographic offset plastic plates.

FIRM NAME _____

STREET AND NO. _____

CITY _____ ZONE _____ STATE _____

SIGNED BY _____ G.D.

The Place of Direct Advertising in the Overall Advertising Picture

Part of talk given by E. W. Thomson, Vice President, Dickie-Raymond, Inc., 80 Broad St., Boston 10, Mass., at the Direct Mail Departmental of the Advertising Federation Convention

The fundamentals of Direct Mail do not change. They were, I think, the same twenty years ago as they will be twenty years hence.

Because fundamentals don't change, it is hard for me to say anything very different about the four periods of pre-war, during the war, reconversion, and the immediate future. While Direct Mail was put to somewhat different uses during some of these periods, due to changing conditions, its fundamental functions and characteristics remained the same.

We'll cover three basic aspects of Direct Mail.

1. Budgetary considerations in relation to the overall advertising appropriation.

No consideration of this subject can be clear or complete until a distinction is made between Direct Mail Advertising and Direct Advertising.

Direct Mail is a part—Direct Advertising is the whole. Direct Mail includes only material actually placed in the mail—Direct Advertising includes not only everything that is mailed but every kind of printed sales promotion that isn't mailed . . . Sales portfolios, package inserts, handouts, flyers, window and counter displays, basic booklets, folders, etc., not intended for mailing use—payroll inserts, other material for employees, etc.

For those seeking guidance in making up budgets, it would be nice if there was some general rule to tell you to spend such and such a per cent for Direct Advertising, such and such a per cent for trade papers, general magazines, etc. Unfortunately, there is no such rule. The use of Direct Advertising will vary all the way from a half of one per cent to 100% of the total advertising budget. But there is a general principle which applies in the majority of cases. That is:

The more selective your markets and the higher your unit of sale, the larger the percentage of your advertising appropriation you are likely to put into Direct Advertising.

In the grocery field, for example (a mass market with low-priced products), only about 1% or a little more goes into Direct Mail and all of that goes to dealers.

Patent Medicines the same way—around 1% or even less is spent in Direct Mail.

In the Automobile Field, about 1½%. But in Auto Trucks anywhere from 12% to 25% because there you get into a much more selective market—a business market. In the same way, Air Conditioning and Agricultural Equipment where markets are more selective will go as high as 15% to 25% in Direct Mail, and Office Equipment even higher—up to 30% or 35%. All that exemplifies the general principle we just mentioned, and the figures are for Direct Mail only.

Among many of our own clients at Dickie-Raymond, the ratio is 2 to 1—3 to 1—or 4 to 1. That is, they'll spend twice, three times or four times as much in other media as they will in all forms of Direct Advertising. (Direct Advertising, including sales portfolios, catalogs, price lists, displays and everything else in addition to actual mailed material.)

On the other hand, we have clients who reverse these proportions and will spend two or three or four times as much in Direct Advertising as they will in other media, and we have some clients who spend practically 100% in Direct Advertising alone.

All of which means that it is obviously a matter of your particular type of business, your particular markets, your own relative position in the industry, and all sorts of other factors that have to be weighed and considered individually in each specific case. But as for any general rule . . . there just isn't any.

2. The specific promotional jobs Direct Mail is fitted to do.

Some years ago we made up a list of six functions performed by Direct Advertising. They still seem to us satisfactory and all-inclusive, and we've never seen any reason to change them.

Function No. 1—To Create More Effective Personal Sales Contacts:

This has two divisions within itself—it means first creating a direct opportunity for salesmen to call by getting inquiries or leads for personal follow-up.

It also means paving the way for salesmen—lessening resistance, arousing interest, educating and informing, preceding intended sales calls but without trying to get any direct expressions of interest from the prospect back through the mail.

Function No. 2—To Bring the Prospect to You:

This applies in most cases to the Retail Field and to service businesses like Banks which do not have sales forces. Exceptions would be a manufacturer who wanted to bring prospective customers to visit a new factory, office, special display or regional meeting. Other exceptions obtaining selected classes of employees. When help became so hard to get during the war period, Direct Advertising was used to uncover technicians and other specialized employees and to bring them in for interviews.

Function No. 3—To Deliver Background, Sales or Public Relations Messages to Customers, Prospects, Employees or Other Special Groups:

This covers any Prestige, Reminder or Good Will advertising—Employee Relations, Stockholder Relations, General Public Relations—anything to influence selected groups along certain lines of thought or action but without direct response being sought by mail or without any direct personal follow-up intended.

Function No. 4—To Take Actual Orders Through the Mail:

This is known as Direct Mail Selling—where every step in the sales process from the initial contact to the final sale is done exclusively by mail. This applies to publications, business, investment and news services, as well as to selling merchandise by mail.

Function No. 5—To Secure Action From the Prospect By Mail:

This covers any promotion intended to secure response or action by mail but not designed to secure an order or result in a personal contact between the prospect and the advertiser. Examples of this would be getting entries to a contest, securing request for general informative literature, etc.

Function No. 6—To Carry on Research and Market Surveys:

This includes every phase of research, investigation and fact-finding by mail . . . with many interesting angles and specialized techniques. This is another phase that was particularly active during the war with shifts in markets and changed production and sales conditions. This kind of activity, in our organization at least, was stepped up considerably during the war years.

These six functions cover every possible activity that can be carried

out either by Direct Mail alone or by Direct Advertising in general. Several of these functions can be carried out by material that never enters the mail . . . material distributed over the counter, at conventions, through displays, from house-to-house, as package inserts and whatnot.

We are great believers in confining Direct Advertising to the job it's definitely fitted to do . . . in keeping it in its own proper place in the overall advertising picture.

We recognize that in most cases—in all but exceptional cases—Direct Mail and Direct Advertising are supplementary media—effective supporting elements to other media—but rarely the spearhead of the whole promotional program or its major element.

We often see both Direct Advertising and other media wrongly applied. For example, a prominent company in the food business came to us a few years ago . . . wanted to sell seasonal food assortments by mail—nothing special, could get anywhere—no selective market—we said don't do it—they insisted—and the effort was a flop.

Similar cases come to us often—with products or services for which the prospects can't be segregated from the general population. We discourage them—tell them to use newspaper or magazine space or radio.

Conversely, some companies come to us who are using other media for wrong purposes. For example, a firm

selling an industrial cleaning specialty and using a large trade paper schedule primarily to get leads for salesmen. They were getting too few, too costly and too poor quality leads. They have done five or six times as well by Direct Advertising.

But, we believe in other media. We have put many clients into them. Every well-rounded advertising program should utilize ALL appropriate media.

3. Coordinating Direct Advertising with sales management.

Properly planned Direct Advertising can be a tremendous aid to the sales manager. It can increase the efficiency of his sales staff, reduce lost time and waste motion and improve sales results.

Here's an example: Before the war one of our clients with a national sales force of about 300 men took their daily sales reports and analyzed several thousand cold calls right through to the final sale. They found that the average value in dollars of merchandise sold on a cold call was about \$24.50. Then they took several thousand leads secured through Direct Advertising and again analyzed salesmen's reports from these right through to the final sale. The dollar sales resulting from these was somewhat over \$51. Because the prospects had stuck their necks out, fewer calls were required to make a sale and the average value of the sale made was higher. This particular client has a mailing list of 125,000 names and it costs him about \$9,000 to contact it. On a typical mailing, he might get 7% leads or 8750 leads in all . . . which means these leads cost him a little more than \$1.00 a piece. And for this price, he got \$27 more of business on each lead than from cold calls.

Another of our clients has a national sales force of about 180 and figures that these men make about 305,000 sales calls per year. But they have more than this number of accounts, being in the transportation business and dealing with a lot of different individuals. Further, they have to keep calling and selling to keep up traffic volume. In addition, some of the accounts are very big ones and require a great many sales calls each year. So it becomes a problem of how to schedule sales activities—what accounts will get 10 or 12 or 20 calls each year, and what accounts will get two or three or five calls a year or only one or two or no calls at all.

Based on sales force salaries alone (no branch office overhead or clerical expense or anything of that sort) they find that just for sales time, these 305,000 calls cost \$1.89 each. But taking the whole expense of their Sales Promotion Department including salaries and overhead and clerical help, and including all Direct Advertising done as well as Direct Mail—it costs only \$.38 to make a call through Direct Mail. From their sales promotion schedules, they know just how many Direct Mail calls are made each year on different classes of prospects so this enables each district manager to sit down with his men and guide them in mapping out their work and in determining how many calls they'll make on various classes of prospects. Where the account is small—and if it is receiving 5 or 6 Direct Mail calls per year, no personal call may be made. On other smaller accounts where they might feel obliged to call three or four times a year without Direct Mail, they can cut down to one or two calls a year. In short, the whole point is that this client's sales manager and branch managers directly coordinate Direct Mail with personal sales work to give an overall picture of greater efficiency and better use of personal time without neglecting any account, when both personal calls and Direct Mail calls are considered.

EMPLOYEE TRAINING

Isobel Ward of the Dunlop Tire and Rubber Company, Limited, Toronto 8, Ont., Canada, saw the article in *February Reporter* about the Harris-Seybold "Handbook for Employees." She thought we ought to take a gander at the new Dunlop book of a similar nature. And, it is something worth talking about! 36 pages, 5 1/4" x 8 1/2", titled, "Where You Fit in at Dunlop." Well illustrated with both photographs and cartoons. Copy is friendly and down to earth. Gives the history of the organization. Describes its operations and tells employees just how they fit into the picture. A good job all around.

TIMELY ADVICE

When this  fails...use the mails.

Uncle Sam will get thru your current messages,
and Printing of Character will get thru your sales
messages to preferred prospects . . . convincingly.

Schneiderith & Sons • 208 S. Sharp Street Baltimore 1, Md.

During the telephone strike . . . Schneiderith & Sons of Baltimore used the above copy printed on a government postal card. On the original, the telephone and the company name and address were printed in red. Good timing.

DIRECT MAIL AND BIG FIGURES

The Studebaker Corporation, South Bend, Indiana, is embarking on a year round service promotion program for dealers. K. B. Elliott, vice president in charge of sales, estimates that Studebaker dealers will use more than five million pieces of Direct Mail in the next year. The "packaged series" now being offered to dealers consists of six separate mailing pieces, with sales copy and colors based on seasonal approach.

Dealers supply mailing lists . . . but a central agency handles imprinting and mailing. The program has been sparkplugged by a series of nineteen regional meetings.



Playing POST OFFICE

By: EDWARD N. MAYER, JR.

As the celebration of the 100th Anniversary of the use of adhesive postage stamps was reaching a climax with a great stamp show at Grand Central Palace in New York City, Mr. Rees, Chairman of the House Committee on Post Office and Civil Service, introduced on May 19th H.R. 3519 "A Bill to Provide for Permanent Postal Rates."

This bill, superseding H.R. 2418 on which both House and Senate had held public hearings since early in March, has already been cheered loudly and damned vociferously. And probably the cheers and damns will continue until long after the bill, or what's left of it, becomes law.

We won't bore you with a detailed account of all of the rates contained in the bill . . . but we do want to get on record as one of the loud cheerers. *In our humble opinion Direct Mail users by and large got the best of a rather bad bargain.*

For a brief outline of what the bill contains, let us quote from the Favorable Report which accompanied the Bill when it was recommended to the whole House for passage without amendment on May 21st. Mr. Vursell in his opening summary said:

"This bill represents the first general revision of all postal rates since 1879. The bill makes adjustments in postal charges in the several categories of mail in which conditions have changed to a degree where new policy is required and where costs are so disproportionate to revenues as to mandate revision. The bill makes permanent 3-cent local and non-local rates for first-class mail.

"There is no change in the present rates for post and postal cards, publications of religious, fraternal, or scientific organizations, or library books.

"Air mail will be increased 1 cent and post and postal cards will be carried by air mail at 4 cents each.

"There will be no change in the rate for newspapers and periodicals within the county of publication; outside the county of publication there will be an increase of $\frac{1}{2}$ cent a pound on the reading

portion, and for the advertising portion there will be an increase of $\frac{1}{2}$ cent a pound for the first and second zones and an increase of 1 cent a pound in each of the other zones.

"The regular rate for third class is increased $\frac{1}{2}$ cent for the first two ounces. The bulk rate for identical pieces under permit is increased 2 cents a pound with the present minimum of 1 cent per piece retained. Parcel post rates are increased approximately 30 per cent. Revenues from catalogs will be increased by about \$6,500,000. Books are retained on a flat rate at 8 cents for the first pound and 4 cents for each additional pound, compared with the present rate of 4 cents for the first pound and 3 cents for each additional pound.

"The bill increases rates on the following postal services: Special delivery, money orders, postal notes, registered mail, insured mail, and C.O.D. mail; all of which are presently showing big losses."

First class rates speak for themselves, but although the air mail rate is increased to 6 cents, the inauguration of a 4 cent air mail card means some real savings to large (and small) mailers. Note carefully that under present Business Reply regulations this new set-up means an Air Mail Reply Card at 5 cents (4 cents, plus 1 cent collection charge), the lowest rate in the history of the service.

We're not going to say anything about 2nd class rates other than to quote from a recent letter from the National Council on Business Mail.

"Examining the rates, you will find that those proposed for 2nd class (newspapers and magazines) are merely "token" increases, intended to raise only \$8,243,000 in additional revenue out of a total of \$117,557,000 to be raised from all classes. This is only 7% of the total. The unfairness in the rates proposed becomes evident when it is considered that 2nd class matter alone was responsible for \$159,307,000 of the postal deficit in 1946."

We can find no better way to explain the fact that post and postal cards remain at 1 cent than to quote again from Mr. Vursell's report.

"Post and postal cards and drop letters are retained in this bill at a rate of 1 cent each. The Post Office Department

strongly urged that this rate be increased to 2 cents. It was the view of the committee that this 1 cent rate is closely allied with the minimum rate charged for bulk mail sent as 3rd class, since 90 per cent of the postal cards are sent by commercial mailers. When it was decided to retain the minimum rate for third-class bulk mailings at 1 cent, the postal card was as well retained at 1 cent."

And now for the proposed 3rd class rates . . . and when you realize that over 90% of all 3rd class is mailed under bulk regulations at the minimum of 1 cent, you may understand why in spite of certain increases of 25%, 33 1/3% and even 50%, we're still among the loudest cheerers. Again let's fall back on Mr. Vursell's report . . . it gives you a clear picture of what the Bill contains.

"Third-class mail includes miscellaneous printed matter, books, catalogs, merchandise, seeds, cuttings, bulbs, roots, and plants. The limit of weight in this class is 8 ounces. A very large part of the 3rd class mail consists of circulars. The following shows the present and proposed rates:

Circulars, other miscellaneous printed matter, and merchandise

Regular rate (not in bulk)	Present Rates	Proposed Rates
1 1/2 cents each 2 ozs.	2 cents first 2 ozs.	1 cent each add'l oz.

Bulk rate for identical pieces under permit	Present Rates	Proposed Rates
12 cents per lb. minimum, 1 cent per piece.	14 cents per lb. minimum, 1 cent per piece.	

Books and catalogs of 24 pages or more and seeds, cuttings, bulbs, roots, scions and plants:		
Regular rate (not in bulk)		
Present Rates	Proposed Rates	
1 cent each 2 ozs.	1 1/2 cents each 2 ozs.	

Bulk rate for identical pieces under permit	Present Rates	Proposed Rates
8 cents per lb. minimum, 1 cent per piece.	10 cents per lb. minimum, 1 cent per piece.	

"The bill provides for an annual charge of \$10 for all users of the bulk rate in 3rd-class mail. At the present time there is a \$10 fee charged to those who use a permit for bulk mailings, but those using meters or precanceled stamps do not pay a fee. Also, the present permits last indefinitely provided they are used at least once each calendar year.

"Third-class comprises about 17 per cent of the pieces of all mail and it has been regularly carried at a substantial deficit. The deficit in 1948 at present rates will probably be about \$60,000,000. The higher rates proposed in this bill should produce about \$13,000,000 additional revenue which will reduce that deficit to \$47,000,000."

Fourth Class rates and those for catalogs, books, and the Special Services are recommended for the highest increases of all mail matter. Here again we want to quote from a bulletin from the National Council on Business Mail. You can readily see what they think of H.R. 3519 from their remarks on Parcel Post and Special Services.

"How can you reduce prices when the Government proposes to raise your postal costs from 25% to 60%?"

"Illustrating how unfair the proposed increases are, we need merely to call your attention to the fact that the increases prescribed for parcel post are EVEN GREATER THAN THOSE INCREASES WHICH WERE GRANTED TO RAILROADS ON JANUARY 1, 1947 . . . Freight rate increases allowed by the Interstate Commerce Commission at that time amounted to a maximum of 25%, whereas, in this bill it is proposed to raise parcel post rates up to SIXTY PER CENT!"

"On catalog mailings, it means an increase from 33 1/3 to 60 per cent, depending upon the weight and zone."

"We find in the case of book postage that the new rate proposed is increased as much as 100%."

"On Money Orders and C.O.D.'s, which are so important in business operations, the increases are beyond what the banks and private agencies charge for similar services."

"In this bill, the Committee has totally ignored the important contributing factor to the deficits which is the huge volume of penalty mail handled free and which contributes \$100 million a year to the deficit."

That then is the present picture . . . by the time you read this the Bill may have passed the House . . . but probably not yet reached the Senate. We recommend that you get a copy of H.R. 3519 and study it carefully. After you've done that, tell your Congressmen and Senators how you feel about it. If you like it . . . or at least the parts that affect you and your business . . . do your cheering in letters to the men and women who do the voting. If you don't like it . . . do your damning in the same way . . . but be sure to do something. Don't sit back and let George do it . . . or it may never be done.

* * *

Here is a letter and an answer to that letter which may be of interest to you now that slow postal service is practically taken for granted. We omit names for obvious reasons, but the first letter was written by one of the best known Direct Mail specialists in this entire country. The answer comes from the Congressman who represents his district in the House of Representatives.

"You are probably familiar with the slowing up of mail deliveries but I would like to bring to your attention the seriousness of the situation."

"In our business we receive and send a lot of special delivery and insured mail."

THE REPORTER

Prominent Users of Strathmore Letterhead Papers: No. 71 of a Series



The smart modern plant of The Bayer Company at Trenton, N. J.

The BAYER COMPANY

knows the value of the

RIGHT IMPRESSION

Bayer Aspirin, expert in making impressions, never tried to market their product under its correct chemical name, *monoacetic acid ester of salicylic acid*. They renamed it aspirin. Recently, they repackaged their entire line to give a smart modern impression and to rate added counter display in streamlined stores.

Bayer has enhanced their public's impression of their company by streamlining their plant and their package. One impression they *did not need to change*: the impression made by their letterhead. Long ago, they chose Strathmore Bond to give the right impression of their distinguished house to prospects and customers.

Often your letterhead is your prospect's first impression of your firm. Does it make a good one for you? If not . . . ask your printer to submit new designs on Strathmore letterhead papers.

Strathmore Letterhead Papers: Strathmore Parchment, Strathmore Script, Thistlemark Bond, Alexandra Brilliant, Bay Path Bond, Strathmore Bond.

STRATHMORE **MAKERS**
OF FINE
PAPERS

Strathmore Paper Company, West Springfield, Massachusetts

Time is extremely important to us as we must meet publication deadlines.

"Lately we have been having some sad experiences with this type of mail. I'll give you one example on a package mailed to us special delivery insured from Philadelphia on May 12th. We received the package on May 16th. We could give you any number of other examples which are causing us no end of trouble and annoyance.

"I understand that the time of the clerks in the Post Offices has been reduced as an economy measure and that parcel post is piling up in some of the offices as a result. Now as you know, I am very much in favor of economy but when it seriously hampers business it can be pennywise and pound foolish.

"Perhaps there is nothing that can be done about the situation until the end of this fiscal period, but I would hate to think that special delivery service would be permitted to deteriorate without some steps being taken to correct it.

"Best wishes."

The answer:

"I have your letter of May 16 and I am in thorough agreement with what you say, particularly in the last paragraph. We have no control whatsoever over most

of these agencies because they are all under the Executive section of the government, and therefore within limits they can do what they please in control of their funds once they are allotted them. All of them now are either putting up a sob-story (like the Customs Bureau) or having lived beyond their income (having expected a large deficiency appropriation) find themselves under the stern necessity of cutting corners to finish out the year. There undoubtedly will be a cut in service until the end of the fiscal year for one of these reasons or another.

"I have gone over the appropriation for this service for next year and do not see in it anything which would handicap normal service next year, because the appropriation for actual work out in the field has been increased, not decreased, although there has been a flat cut in the funds. The Appropriations Committee is of the opinion that economy can be effected in the home office so that actual service in the field will not be handicapped.

"I hope with you that these services will not be handicapped and observe with a good deal of regretful interest the efforts of a lot of these bureaucrats to build up a case which they hope may show the general public that they certainly need more money—because I don't believe they do."

SHORT AND SWEET!

Here's another collection letter report from Harry Beard, collection manager of J. B. Lippincott Company, Philadelphia 5, Pennsylvania. According to Harry the following resulted (among others) in the payment of an account which originated in 1929 and amounted to \$30.00. It is only a simple little concoction of words and is one of a group sent out from time to time in a plain stamped envelope without a corner card.

The letter, multigraphed and filled in, on a 6" x 7" statement form.

Dear Dr. (Filled-in)

WAIT DOCTOR!

Please don't tear me up. I represent an old bill you forgot to pay Lippincott's. Remember? I amount to \$30.00.

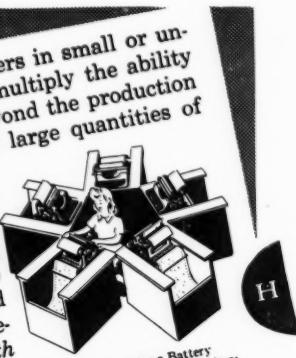
Thank you!

Cordially,
J. B. LIPPINCOTT CO.
Collection Manager

P.S. To insure proper credit return this letter with your check.

H *hoo'ven-ize (hoo'ven-ize) v.i. & v.t.* 1. To write with a typewriter letters in small or un-limited quantities on the Hooven Automatic Typewriter. 2. To multiply the ability of business offices to write individually typewritten letters beyond the production capacity of staff typists. 3. To produce economically small or large quantities of original letters. 4. To typewrite individually by mechanical means multiple copies of identical letters. **Synonyms:** 1. To promote good reputation, favorable customer relationship, new business, or the like by use of individually typewritten letters; 2. To project one's personality impressively by mail to a group of prospects or customers by use of personal letters; 3. Good business practice; *Thus: HOOVENIZED Letters, Hooven Type-writer Letters. See HOOVEN LETTERS, INC., 352 Fourth Avenue, New York 10, phone: LExington 2-6162 for this service and all other direct mail services.*

Copyright 1940 H. L. Inc.



Girl Operating a Battery of Hooven Automatic Typewriters at Hooven Letters, Inc.

Phone LExington 2-6162
for quotations or to
ask a salesman to call.

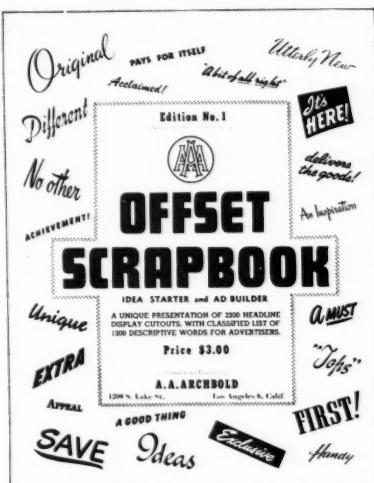
If you write letters, ask on your letterhead for a free copy of our helpful booklet "Getting Your Message Across"

A GOOD IDEA

The Reporter is glad to publicize a new and different type of book for offset users. Reproduced above in miniature is the cover of a 52-page, 8½" x 11" book just compiled and published by A. A. Archbold, 1209 South Lake Street, Los Angeles 6, California. The book is in reality double the size indicated by the number of pages, since the material is printed on one side of the sheet only.

Mr. Archbold is advertising manager of Clymer Motors of Los Angeles, publishers of books pertaining to automobiles, motorcycles and motor racing. At one time, Mr. Archbold served for nine years in the catalog department of Sears, Roebuck & Company of Chicago.

His twenty-eight years in advertising and in writing descriptive mail order copy have taught him the type of headings or display captions which pulled the best. His new *Offset Scrapbook* therefore is a unique presenta-



tion of 2200 headlines, drawings and display type arrangements. These headlines are grouped on the various pages under the most often used classifications, such as announcements,

attention arresters, quality emphasizes, value and economy, prices and figures, free offers, coupon headings, decorative brackets, etc.

The advertising man hunting for an idea starter or an ad builder cuts out the selected heading, pastes it on his layout and the job is ready for the offset camera, without any expense for art work or typography.

In addition to the usable headline material, Mr. Archbold has included a classified list of 1200 descriptive words for advertisers. A great help in making graphic descriptions!

In our opinion the book is well worth the price of \$3.00, and *The Reporter* will be glad to fill orders for copies of this book.

It is interesting to compare this book with the newly reissued "Tested Advertising Methods" by John Caples. The headings furnished by Mr. Archbold closely follow the formulas recommended by Caples. The two books should give the advertising manager a handy set of tools.

Advertising men, buyers of lithography, need a full measure of "know" to buy better lithography . . . and your lithographer, a much greater "know" to produce it better! That's one of the things Haynes does every time . . . does it better!

There's a Haynes "Rep" to help you get it better.

ATLANTA: 501 HAAS-HOWELL BUILDING • Phone: CYPRESS 4273
BALTIMORE: 30 WEST 25th STREET • Phone: BELMONT 0861
WASHINGTON: 1140 EAST-WEST HIGHWAY, SILVER SPRING, MD. • Phone: SLIGO 8000
NEW YORK: SUITE 303-4, 424 MADISON AVENUE • Phone: PLAZA 8-2740
PHILADELPHIA: NEW OFFICES ARE BEING READIED NOW

FOR CLARITY, COLOR AND CONSISTENT QUALITY . . . **HAYNES LITHOGRAPH CO., INC.**
IN SILVER SPRING, MARYLAND, ADJACENT TO THE NATION'S CAPITAL . . .

Speaking of Cutting Costs



Farm Fresh Frozen Foods, 42 Orchard Lake Avenue, Pontiac, Michigan, are getting wide, economical coverage and excellent results with a monthly house magazine printed in two colors on a government penny postal card. Editor is, naturally, Bus (Orville) Reed, who uses postal cards for his own monthly promotion. Direct Mail can be tailored to fit any budget.

For Your DIRECT MAIL LIBRARY

Published by Graphic Books

<input type="checkbox"/> 1. Cordially Yours by Jack Carr	Price \$5.00
New book by famous Florida proponent of Cordial Contacts by Mail. How to get experience and ideas. With collection of 175 best letters covering many classifications of business.	
<input type="checkbox"/> 2. Dogs That Climb Trees by Henry Hoke	Price \$1.50
A personal experience account of the growth, power and possibilities of Direct Mail. For the neophytes of any age.	
<input type="checkbox"/> 3. Getting the Right Start in Direct Advertising by Harrie Bell	Price \$4.00
A down-to-earth textbook . . . taken from eight years of actual classroom experience. Now in use by many schools and advertising departments. Covers all basic fundamentals.	
Published by others — sold by Graphic Books	
<input type="checkbox"/> 4. Art of Plain Talk by Rudolf Flesch	Price \$2.50
A serious thesis on copy . . . which blossomed into a best seller. Of great value to anyone who wants to write clear copy.	
<input type="checkbox"/> 5. How to Sell by Mail by Earle Buckley	Price \$2.25
A safe and sound time tested analysis of mail order selling by a man who has handled many successful campaigns, including Bond selling for the U. S. A.	
<input type="checkbox"/> 6. Offset Scrap Book by A. A. Archbold	Price \$3.00
An unusual assortment of 2200 effective heading styles suitable for actual use in offset layouts grouped in usable classifications. Compiled by successful writer of mail order copy. Furnishes ideas, saves typography and art work.	
<input type="checkbox"/> 7. Successful Letters for Churches by Stewart Harral	Price \$2.00
A specialized book of value to advertising men who want to help in promoting church activities.	
<input type="checkbox"/> 8. Tested Advertising Methods by John Caples	Price \$3.50
Possibly the best book ever written on the subject of effective headings and tested reply pullers. Gives sixteen formulas for writing headings. Although covering all advertising . . . is valuable for Direct Mail copywriters.	

The works listed above are recommended by The Reporter of Direct Mail Advertising. Keep your Direct Mail Library up to date by checking and ordering those you do not have. As new, worthwhile books appear . . . we'll add to our list.

GRAPHIC BOOKS, INC.
17 EAST 42nd STREET, NEW YORK 17, N. Y.



Direct Mail Gossip Column

Glad to see one of the old-time members of the Direct Mail Advertising Association get deserved national recognition. Be sure to see the May issue of Better Homes & Gardens. The feature article, starting on page 41, tells all about J. Horace McFarland of Harrisburg, Pa. He is now eighty-eight and still going strong. His printing establishment has specialized in the production of horticultural catalogs. He has the largest file of practically every flower in existence . . . especially roses. But read the story for yourself.

The 25th Convention of the National Industrial Advertisers Association is being held in Hotel Schroeder, Milwaukee, June 15-18, 1947.

FRED E. MAY, perpetual booster of Direct Mail advertising, was recently appointed president and general manager of Rising Paper Company. His many friends around the country will be glad to know that he has been given this deserved recognition.

On June 15th Dover Publications is publishing Clarence P. Hornung's *Handbook of Early American Advertising Art* (\$6.50), containing 190 full page plates with more than 2000 specimens of early layouts, posters, space ads, trade cards, letterheads, labels, borders, alphabets and spot illustrations. All cuts are documented with dates and sources.

Bob Huddleston, advertising manager of American Type Founders, Elizabeth, N. J., was elected president of the Industrial Marketers of New Jersey, local chapter of the National Industrial Advertisers Association, at the May meeting of the organization, succeeding Ralph N. Hanes, sales promotion manager, mechanical goods division, U. S. Rubber Company, New York.

The longest word in the English language follows the statement, "And now, a word from our sponsor."

Clipped from
The A B W A Bulletin
Urbana, Illinois

THE REPORTER

**NON-STOP SENTENCE
DERBY (Wanamaker Entry)**
(A letter received by a lady
in Wilmington.)

Dear Madam:

Replying to your letter received several days ago in reference to a purchase of curtains which you advise were not as ordered, we are indeed sorry for the annoyance you have had in this occasion and we have issued a call to have the merchandise returned to us and upon receipt of same we will have credited to your account and we would appreciate it very much if you will kindly advise the description of the curtains you originally ordered as to price, size and color and we will be very glad to try to fill your order and again regretting extremely the error we have made, we are

Very truly yours,

JOHN WANAMAKER
PHILADELPHIA 1
—from the *New Yorker*
clipped from *The ABWA
Bulletin*, Urbana, Illinois

•
**ANOTHER "DEAR"
REACTION**

Dear Mr. Hoke:

While I am 100% in favor of the personal and conversational style of letter, I certainly do agree with Mr. Armstrong's comments in your April, 1947 issue. I simply can't get "Goed-up" like one of your female readers did as I don't believe the subject is that important.

I have been associated with many large companies whose practice it is to use Inter-Office Memos, where you are addressed only by initials or a department. I agree, it saves time, but many times I was a bit irked to receive a "Memo" addressed to "F.E.S." or just "Adv. Dept."

Personally, I think it a "tempest in a teapot" and in the same category as that famous story about the merchant who printed a sign on his window—Fresh Fish for Sale. You can denude a letter until all you have left is the "body" and the address on the envelope with the corner card as a signature. But, it isn't a good letter.

So, let those who wish leave my name out of the salutation but I won't guarantee that my answer will be much more than routine—it takes too much time.

Why not devote some space to ideas and suggestions for mail order companies who sell merchandise to home consumers?

F. E. Schroeder, Gen. Mgr.
Rose Mill, Milford, Conn.

Reporter's Note: O.K. . . . but how about giving US some ideas on mail order merchandising?

THE REPORTER

Prints postage on envelope
seals flap same time!
Prints postage on envelope
seals flap same time!



P. S. Dear Public:

Forgive us if we bore you . . . The above repetition is for the benefit of some of our salesmen—who say that our advertising doesn't emphasize enough the fact . . . that the Pitney-Bowes postage meter seals the envelope flap at the same time it prints the postage stamp and postmark on the front!

What's so remarkable about a machine that seals envelopes? You could probably invent one yourself some rainy Saturday, or even if it wasn't raining. Then try and find somebody to buy it!

But a machine that also prints postage

and postmark—any amount of postage for any kind of mail—and does its own bookkeeping . . . that's a pretty wonderful machine!

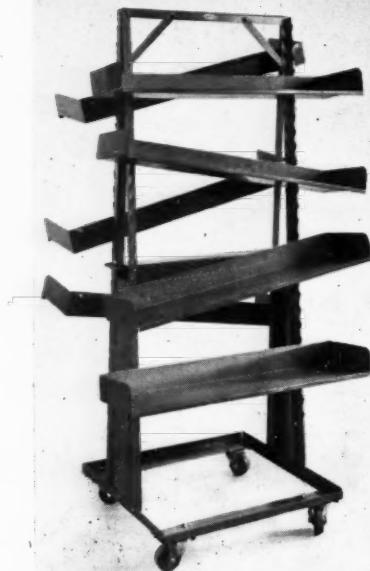
IF YOU'D like to know how a postage meter can help in your own office . . . call the nearest office of Pitney-Bowes. And when the salesman comes over, tell him that you know all about sealing the flap but what else does it do? . . . Or maybe you'd like your information in a little booklet with pictures? If so, write us direct . . . Sincerely yours—Advertising Department.



PITNEY-BOWES
POSTAGE METER

Pitney-Bowes, Inc., 2013 Pacific St., Stamford, Conn.
Originators of Metered Mail. Largest makers of postage meters
Offices in 59 principal cities in the United States and Canada

For Mechanized Mailing



It's the
ALL-PURPOSE TRAVELING RACK

Mechanized handling with ALL PURPOSE TRAVELING RACKS is the way to lower mailing costs. That's the verdict of companies who are the most competent judges of low cost mailing—letter shops, printing offices, and firms with separate, large-volume mailing departments.

Here are a few reasons—

- Accepts famous **ALL-PURPOSE "Hook-on" trays.**
- Capacity 28 "Hook-on" trays—22,400 No. 10 envelopes.
- Effortless mobility on swivelled casters.
- Maximum mobility from built-in

• Maximum accessibility from all sides. ALL-PURPOSE Catalog No. 25 has more facts on the ALL-PURPOSE TRAVELING RACK. Get your personal copy today.

ALL-PURPOSE METAL EQUIPMENT CORP.
258 Mill Street Rochester 4, N. Y.

LETTER GADGETS keep those letters out of the waste basket and pay for themselves many times. These are attention-getters which triple the pulling power of letters or circulars when properly used. Send for circular and price list illustrating many of them.



DIRECT MAIL IS GOING BACK TO SELLING

Seems like a long time since we could rave about a thoroughly professional dealer advertising program. Back before the war, A. G. Husen, advertising manager of The Barrett Division of the Allied Chemical & Dye Corporation, 40 Rector Street, New York 6, N. Y., was continually winning praise or advertising awards with his dealer programs. Now I have his 1947 revival.

The new advertising catalog, which has 107 pages, is divided into seven sections, covering mailing pieces, product literature, displays, signs, samples, business forms, newspaper ads and electro. Each section is introduced by suggestions on the best way to put this material to use.

A special feature is the set of advertising guides. This large folded sheet is bound into the back of the book and lists how the material is to be used by each type of dealer to reach different classes of customers. Thus, a busy dealer has outlined for him a complete advertising campaign to cover the market at which he is aiming. It is a high class professional job throughout. Readers of *The Reporter* should be interested in some of the suggestions which The Barrett Division has made to its dealers in the introductory pages of this advertising catalog.

It's Time for Salesmanship

The building market is changing. Already the customer is showing signs of returning to his old buying habits, in spite of the housing shortage. And when materials are more freely available he won't do business on a "take it or leave it" basis. Prices, quality and service will have to be to his liking. Order-taking will no longer be enough. The customer will have to be sold. Remember, aggressive competition will be out to sell your customers just as soon as there is an extra bundle of shingles, an extra drum of pitch, or an extra pound of rock wool to be sold. You can't afford to let them get ahead—get established in your markets.

It will take *salesmanship* to stay out in front—and the time to start selling is now—today. Reconvert from order-taking to salesmanship. Get back in your old selling habits right away—even though temporarily you happen to be “over sold.”

Mailing Pieces

The door is never closed to the mail-man. Direct Mail advertising can easily be your biggest business builder if you use it wisely. It can do just about everything your salesmen do—except actually



take an order, of course—but it has the power to create interest in your products and services and pave the way to a closing call by your salesman. Indeed, it often makes calls and uncovers prospects that a salesman cannot reach, because no one is ever "not at home" or "in conference" to the mailman. And once in your prospect's hands, your mailing piece tells a complete story, without missing an important point.

Direct Mail

Direct Mail can be amazingly economical. Even if only one out of a hundred pieces eventually resulted in a sale, it would still cost less than the average value of a salesman's time in making a single sales presentation.

Especially economical is Direct Mail as provided by Barrett, in the following pages . . . it costs you nothing! Your only cost is for postage and addressing—and Barrett will do the addressing for you in the case of some mail pieces if you so desire, as indicated in this catalog.

Yes, Direct Mail advertising is an almost indispensable part of your sales program. Not only will it bring in new business at very nominal cost, but, even if you're swamped with work, it is probably the easiest and most economical way to build prestige and good-will for you for the future.

Haven't time to handle Direct Mail? You might as well say you haven't time to insure your business against fire. Because advertising is truly insurance—insurance that you'll always have a demand for your services and products. And just compare the time it takes to address 100 mailing pieces with how long it takes a salesman to make 100 calls. Take time to advertise!

How to Put Direct Mail to Work for You

While the following are not the only practical methods to follow, your Direct Mail will pay dividends with some such plan as this:

-TENSION ENVELOPES-

For Every Business Use



DUO-POST ENVELOPE
LETTER AND CATALOG ARRIVE TOGETHER

TENSION ENVELOPE CORP.

FIVE FACTORIES

SELLING DIRECT TO THE USER

New York 14, N. Y. * Minneapolis 1, Minn.
St. Louis 10, Mo. * Des Moines 14, Iowa
Kansas City 8, Mo.

YOUR RESULTS . . .

Pull them up by reaching the rich New England market.

We offer you 35,000 potential new customers.

Used successfully in many national campaigns introducing new products, new publications, new services.

Get a preview of National demand at low cost with a cross section test of 2,000.

Write for details, rates and counts

LIST DEPARTMENT

PUBLICITY SERVICE BUREAU, INC.

219 Forest St., Babson Park 57, Mass.



GET A GOOD MAILING LIST—of first importance in any mail campaign. Be sure, though, that all the names on your lists are live prospects, and not a lot of dead wood that will only increase mailing costs. Mailings sent to wrong addresses, etc., are useless—actually do more harm than good.

PICK THE RIGHT MAILING PIECES—you just can't mail any piece haphazardly and expect to get results. Choose a piece with a direct appeal to your audience — men or women, home owners, farmers or plant managers, etc., as the case may be.

BE PERSISTENT — don't expect one mailing to bring you a year's business. Carry on regular mailings—once a month, four times a year, etc.—experience will tell you the frequency for best results.

FOLLOW-UP—keep careful records of your mailings to simplify following live leads, salesmen's calls, etc. Have a customers' file for prospects who are sold. Good-will follow-up often leads to new jobs secured through satisfied customers.

TIP FOR WEIGHT-CONSCIOUS THIRD CLASS MAIL USERS

New mailing rates, if finally approved, will make it necessary to trim weight per piece in order to get the 1c minimum. R. Farley Chapin of the Millers Falls Paper Company, Millers Falls, Massachusetts, just sent us an interesting demonstration portfolio, showing the use of 25% cotton-content onion skin paper for Direct Mail pieces. It is really surprising to see how halftones and various styles of art treatment can be adapted to the thin weights.

For those hunting ideas on how to cut down costs and weights . . . we recommend a study of the Millers Falls portfolio, and others of similar nature.

WORTH HAVING

A new booklet issued by the Tension Envelope Corporation, 345 Hudson Street, New York 14, N. Y. Edited and illustrated by Don Herold. Entitled "Envelope Know-How." Filled with interesting and vital information. Special section for typists shows how to speed up the addressing of envelopes.

People who rave about their income tax may be divided into two classes: Men and women.

—from "The Imperial Life-Guard"
h.m. of The Imperial Life Assurance Company of Canada
Toronto, Ont., Canada

FLY FISHING or SALES HUNTING?

IF you want the addresses of 300 fly fishing enthusiasts in the Great Lakes region—or 10,000,000 former service men across the country, DUNHILL List Co. will COMPILE the names for you, or supply them from one of the most complete libraries of selective lists in existence.

- Foreign Lists
- National Lists
- Neighborhood Lists
- Industrial Lists
- Banking & Finance
- Professional Lists
- Housewives
- Known Donors
- Merchants
- Teachers & Students
- Religious Lists
- Associations & Clubs
- Ex-Service Men
- Anything

REMEMBER you haven't BEGUN to open up your list possibilities until you've talked to DUNHILL!

DUNHILL LIST CO., INC.
565 FIFTH AVENUE
NEW YORK 17, N. Y.

Dear Mailer:

Would you like to duplicate the experience of the mailer who wrote:

Dear Walter:

Here is a list you may want to see if you can get. I have written a couple of letters suggesting that they rent their lists, but no one has answered the letters. If you open it up, we would like to test it and no doubt others would like to test it as well.

Which Client?

WAS IT — Curtis Publishing Co., Research Institute, Look, Hunting and Fishing, Report for the Business Executive, Organic Gardening, Bayard Lane, Inc., Modern Handcraft, or Adler Shoes?

Submit your data. State the problem. We will make definite recommendations.

WALTER DREY

LIST BROKER
34 East 40th St. • New York 16, N. Y.
Murray Hill 3-0642

International List Bureau

45 Astor Place • New York 3, N. Y.
GRamercy 3-0730
No. 6 of a Series

JUNE-time for
PROMOTION!



Plan NOW for the
RESULTS you want
from your 1947-48
Sales Promotion

Program. Ahrend creative ideas and experience can help you plan and produce the kind of direct advertising that SELLS for YOU. Ahrend clients have won 23 national awards in 4 years, for profitable direct advertising!

Act today. For free consultation,

call
MU 4-3411



D. H. AHREND CO.
Creative Direct Advertising
333 EAST 44TH STREET • NEW YORK 17



300 SOUTH LOS ANGELES ST.
LOS ANGELES 13 PHONE VAndyke 4616

ONE ADVERTISING MAN TO ANOTHER

*A Critical Analysis of Advertising
as Seen by George Kinter*

You may be interested, Henry, in the story of a friend of mine who quit drinking.

He didn't quit to the extent of becoming a teetotaler—he merely quit relying on old John Barleycorn to shape his actions.

He is a fairly well educated man who has been more or less successful in business, but he always dreaded being "on his own." He had a lot of good thoughts but often found it difficult to put them into words. He wasn't a good mixer but was more ill at ease when in the company of only one person with whom he was not too well acquainted. However, he found that sneaking a few "quickies" before a luncheon engagement helped a lot. Cold sober, he always found it difficult to open a conversation with people he met only occasionally, but with the "quickies" under his belt he could greet them with a slap on the back and a "H'you" that made them, as he thought, warm up to him.

Having a few up on a luncheon guest he would be away ahead of him in wise cracks and repartee. This gave him the satisfaction of knowing that he wouldn't be dubbed a dull and uninteresting person whose conversation was confined to small talk or comments on current news, business problems or city, national or world events.

The quickies preceding the appetizers before lunch made conversation easy even if the conversation didn't make sense, and old J. B. kept assuring him that his friends always remembered him as a great guy, even though they didn't remember anything he ever said.

My friend never cared much for parties until he learned how he could have a better time at them by being an entertainer.

The thing he disliked most about parties was that first half hour or so that everyone sat around mumbling small talk. He would begin to feel a little more comfortable after the third or fourth round of drinks, but under normal conditions a party was never worth a hoot until it reached the stage where the guests served themselves in the kitchen and the men indulged in a bit of close harmonizing. But under normal conditions, by the time that stage was reached it was time to go home.

My friend was about to give up parties entirely but old J. B. had a little heart-to-heart talk with him that changed his mind.

"See here," said old J. B., "you and I have been going to the same parties for years but you have always been getting there before I do. I've noticed how bored you are by the time I get there and how you perk up when I arrive. Now if you will just have a

PIONEER-MOSS

PHOTO-ENGRAVERS SINCE 1872
460 W. 34TH ST., N.Y.C. MEDALLION 3-0440



little session with me before a party, I'll put you in shape to enjoy every minute of it. You won't have to go through the agony of trying to think up things to talk about until I get there. What in Sam Hill is the use of doing things the hard way when there is an easier way to do them?"

My friend decided that old J. B. might have something there, so he had a session with him before attending the next party. *And were things different?* He was a little late in arriving but the guests were still indulging in pre-first-round small talk. My friend breezed in with a "Hi, gang" and proceeded to liven things up with some funny stories. He was sure that he had livened things up because he noted some smiles and heard a few giggles. By the time the second round of drinks was served he was the life of the party. He danced around the room with a lamp shade on his head, he made funny faces and odd noises and rendered his arrangement of the Anvil Chorus on the piano. He really had a good time for himself.

He followed this procedure for several years. In his own mind he built up a reputation for himself. But he finally discovered that it was a bit different from the reputation he had built in the minds of others. For a long time he was conscious only of the applause his antics produced. He failed to note the frowns of displeasure at much of his horse play and the tone of sarcasm in the comments, "Very funny." It was a long time before he realized that he was losing his audience and that he was getting fewer and fewer invitations to parties.

He relied more and more on old J. B. who kept insisting that his was the easiest way to win friends and make people notice him. Old J. B. admitted that there might be a few people tired of the tricks in his bag, but assured him that there were still plenty that would get a laugh out of them and he could thumb his nose at those who didn't.

But with more and more doors being closed in my friend's face, he decided to have a session with Better Judgment. Old B. J. has always been the Court of Last Resort but his verdicts are not always easy to take. He told my friend that the money he spent with old J. B. would more than pay for the time necessary to fit him for winning and holding friends.

Old B. J. told him that the percentage of morons could not be determined by the crop of brain food raised for their mental diet and not to believe the "eminent" psychologists who have "found" that the average adult has the mentality of a six-year-old. However, old B. J. assured my friend that there were words and actions that would entertain or inform a six-year-old that would not bore or irritate a mental giant.

"You may recall," said old B. J. "that some of the antics suggested by old J. B. that were found so hilarious by some of your party friends, brought a few smiles and nods of approval from even some of the more serious minded—but they soon tired of them—they just couldn't take them as a steady diet. So I suggest that you discontinue the brain bubble baths that old J. B. prescribed and invigorate your mind with a little of your own thinking. You may find it a bit tough at first but it will not be long until you can more than match the wits of the whisky wise."

My friend told me that he took old B. J.'s advice and that he did find it tough going for a time. His sessions with old B. J. before a party or luncheon engagement didn't give him the courage that the sessions with old J. B. had given him but they put him on his own and he began to sense real satisfaction thinking for himself and it wasn't too long until he was able to speak his thoughts without a tongue lubricant.

He no longer dreads the luncheon appointments with customers he seldom sees or people he has almost forgotten. He takes time to think up what he will talk about until the first appetizer is served and often what he has thought up develops a conversation so interesting that appetizers are forgotten.

He doesn't dread that period at parties that precedes the first round of drinks. He familiarizes himself with some current news or subject in which he feels that most people are interested and it isn't long until small talk gives way to discussions which sometimes delay the first round of drinks.

This is not a temperance lecture, I assure you, Henry, as I take a sip of dry sherry. It is just a page out of the life of a friend of mine (probably a little embellished) that set me

DO YOU SUFFER FROM



If the results from your last mail campaign weren't up to par, you may be suffering from LIST-it!

The diagnosis of LIST-it is list deficiency. The Causes: Use of lists too old, neglected list maintenance, lists which are just names—but not buyers, etc.

Rx THE CURE: Berliner CUSTOM MADE LISTS

because they are hand-tailored to your individual requirements will give you that extra pulling power.

FREE
Write today for our free survey,
"FIRST AID FOR DIRECT MAIL SELLING."

J. J. BERLINER AND STAFF
212 FIFTH AVENUE, NEW YORK 10, N. Y.
Telephone: LExington 2-4745
Offices in Philadelphia, Washington, D.C.



"Dear Sir: As a steam shovel operator, you'll welcome our new C-87411-A29 Feather-Touch Clutch."

Are you reaching the right people, FOR YOU?

For your next mail promotion, consider trying a carefully chosen list of the **RIGHT** people for you . . . not just names, but folks known to be buyers of products or services similar to yours. We can locate such a list for you . . . among over 2,000 privately owned lists registered with us and being added to all the time. They're available on a low-rate *rental* basis. Tell us what you're selling and we'll make suggestions without obligation.

D-R SPECIAL LIST BUREAU

(Division of DICKIE-RAYMOND, INC.)
80 Broad Street Boston 10, Mass.

FREE BOOKLET

Mail Advertisers!—If you use booklets, letters, folders, broadsides, catalogs, etc.—Send for FREE BOOKLET entitled:

"HOW TO CUT MAIL ADVERTISING COSTS"

This booklet will be mailed ONLY to firms requesting it on their business letterhead. (Advertising agencies, letter-shops, and printing companies, please do not write).

ADDRESS:

J. R. Warren-Smith & Associates
146 West 25th Street, New York 1, N. Y.

HELP

with your employee publication. No matter where you're located, our complete editing and publishing service will help make your publication an effective production tool. Complete information on request.

ROBERT F. STONE & COMPANY
(Established 1936)
CAXTON BUILDING • CLEVELAND 15, OHIO

CLASSIFIED ADS

Rates, \$1.00 a line—minimum space, 3 lines. Help and Situation Wanted Ads—50c per line—minimum space 4 lines.

ART SERVICE

NEED ARTWORK? Complete service for Mailorder and Direct Mail. State requirements. Send \$2 deposit for sketches and illustrated brochure. Allan K. Jensen, Audubon 5, Iowa.

EQUIPMENT

MULTIGRAPHES, MIMEOGRAPHES, Folding Machines and Attachments—Sold, Bought, Traded-In and Repaired. Write us your requirements. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

FOR SALE

10 L. C. Smith Stencil Cutting Machines—Late 1946 machines—Series 188000—Perfect Condition—Circle 6-7536.

HELP WANTED

A MAN 23-28 with "success-pattern" in his background, to learn Sales Promotion and build into our Staff. College graduate. Wide experience not required but need man with capacity, especially to write and come up with ideas. Also real potential to meet growing responsibility; advancement and income will match performance. Work on large direct mail program; contests for national sales force; develop and run special promotions. Work stimulating, affords sense achievement. Old and progressive life insurance Home Office in Connecticut. To find out if your picture fits this frame, write fully about self, approximate salary requirements, experience, Box 51, *The Reporter*, 17 E. 42nd St., N. Y. 17.

WANTED: General secretary and copy writer to prepare campaigns for Catholic book publisher. References required. Box 41, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

HELP WANTED

ESTABLISHED NEW YORK CITY Mail Agency has openings for several men to train for its executive staff. Weekly payment and liberal participation in profits. Must be willing to get hands dirty and run errands, or anything else on occasion. Any experience on office machines, advertising, publishing, accounting, or sales may be helpful. Apply in own handwriting, please. Box No. 121, *The Reporter*, 17 E. 42nd St., New York 17, N. Y.

MULTIGRAPHING SUPPLIES

RIBBONS, INK AND SUPPLIES for the Multigraph, Dupligraph and Addressograph Machines. We specialize in the re-manufacturing of used ribbons. Chicago Ink Ribbon Co., 19 S. Wells St., Chicago, Ill.

QUALITY Letters from NEW Stencil

"Plastic-coated" PROCEL stencils make copies so Stygian Black they seem to be almost printed. PROCEL works with any ink, gives maximum legibility, minimum cut outs and type clogging. Let PROCEL improve your letters! Write to Remington Rand, Duplicator Supplies Division, Bridgeport 1, Conn., for free information.

thinking about advertising. "As if," you will probably say, "it takes anything to set you thinking on that subject."

As I see it, my friend's action, up to the time he quit relying on old J. B., parallels the actions of some of the present-day advertising. It seems to be created the easy way. It is made to dance around in lampshade hats, make funny faces, wise cracks and odd noises just for the fun of its creators. The few giggles or ripples of applause it receives from studio audiences, advertising journals and other publications that seek to curry favor, blinds the eyes and deafens the ears of its makers to the frowns and unfavorable comments of those it annoys or insults.

Unfortunately, the creators of such advertising are not as close to the public as my friend was to his audiences and they probably do not realize how many doors are being closed against them. The sad part of it is that many of those closed doors are barring out non-offenders.

The pranks that much present-day advertising is playing in the form of silly songs, juvenile jingles, jabbering jargon and senseless sound effects, when first pranked, may have provoked smiles but their constant and irritating repetition is provoking the public.

Whether these pranks were conceived in brains bubble-bathed by old

J. B., I wouldn't know, but they certainly could not have been conceived by a mind invigorated by sound thinking.

While radio affords the greatest outlet for the brain children of the pranksters, cutups and those who yen to be the life of the party, your own particular field, Henry, ranks a close second. Many of the creators of Direct Mail seem to love to see their brain children make funny faces, stick thumbs in ears and waggle fingers and pull other tricks found in the bag of old J. B. They seem to find it easier to concoct cut-outs and popups than to make them deliver worth-while information.

They like to tease people, especially business men who have a thousand and one problems on their minds. They have their printed pieces or letters ask a lot of questions that could not possibly be answered with anything but "yes" before they divulge the startling information that everything "yessed" can be realized by using Blank's Paper Clips.

Handicapped a bit in the matter of sound effects many of the Direct Mailers do a pretty good job in "CRACKS," "SNAPS," "BANGS" and "CRASHES" by radiating "sound waves" from the words.

Jingles, too are indulged in to entertainingly edify busy executives, but their irritating effect is not as great as that of radio jingles for they can be thrown in the wastebasket with less effort than that required to turn off a radio.

Just what stimulus is relied upon to turn out such advertising, I wouldn't know, but it must be something that makes it as easy as old J. B. makes it to become a party cutup. If the addicts would sober up sufficiently to consult old B. J. they would get much the same advice as that given my reformed friend.

Following this advice they would probably find the going, for awhile, as tough as did my friend, but like him, they would eventually get better results and more satisfaction out of a hard job of thinking than they ever got out of a job done the easier way.

That's all for now.

GEORGE KINTER.

THE REPORTER

NEW YORK TIMES

uses
the REPLY-O-LETTER



Write to the
REPLY-O PRODUCTS CO.
150 WEST 22nd St., NEW YORK 11

HOWARD PHOTOS SELL YOUR PRODUCTS

Commercial - Industrial - Theatrical.
Postcards 2c; blow-ups on heavy
board special 20x30 \$2; 30x40 \$3.
Your products pictured differently
from \$4.50. 24-HOUR SERVICE. Free Sample Kit.
HOWARD PHOTO SERVICE - Dept. R
168 W. 46th St., New York 19, N. Y. BR-9-2490
Serving Customers Coast to Coast



SELL BY MAIL

Let this successful mail order advertising agency show you how to sell your merchandise, books, courses, services, etc.

The ARTWIL CO., Advertising
24 West 48th Street • New York 19, N. Y.
MEDallion 3-0813

WHAT'S WRONG WITH THIRD CLASS MAIL?

Many kicks are coming into *The Reporter* office about the slow delivery of third class mail.

Two recent ones: Five hundred pieces of third class mail were mailed in New York City on April 11. They arrived in Forest Hills, Long Island (not many miles away) *ten days later*. The event advertised in the third class pieces was scheduled for April 16. Therefore, the Direct Mail arrived five days after the event had passed.

Another incident: Four hundred and ten pieces of third class Direct Mail matter were mailed from the New York Post Office at 5:30 P.M. Tuesday, March 11. They were intended for New York zones 10 and 3. They were delivered to the homes of the addressees on March 17 . . . six days after mailing.

THE REPORTER

Somebody in the Post Office better get busy. From our observations, the Post Office is delivering second class mail very promptly. *Life* magazine arrives on schedule all over the country every Friday without fail. Second class mail gets a very much lower rate than third class mail. Why should third class mail be shunted aside . . . left until everything else is out of the way?

QUESTION: About Dealer Imprints

A reader of *The Reporter* poses a serious question . . . but he wants to keep his company name out of it for the present and for very good reasons. Here is part of his letter:

We furnish about 20 different pieces of literature to our dealers and jobbers. We generally imprint this literature for the dealer and send it out to him prepaid express or parcel post and do not charge for the literature—provided the quantities are low.

The average printer today does not want to bother with imprinting. Thus, the costs are very high. We find that if we furnish the dealer with 1000 folders, that the cost of imprinting his name and the carrying charge amounts to about 50% of the original cost of the folder. In other words, a folder that would run \$10.00 a thousand, would cost about an additional \$5.00 for imprinting and parcel post express charges.

Do you have any information as to what others are doing in this matter? Are they charging for imprinting the literature and sending it out charges collect, or are they sending it out without imprint? I dislike to send literature out without imprint because this means that in the average case, it will be rubber stamped, which gives what, I think, is a very disastrous effect. I dislike to see a piece of literature that has cost considerable money and taken quite a little art work to prepare—rubber stamped with the dealer's name—often upside down or otherwise not satisfactory.

We replied . . . giving suggestions for possible sources of specialized imprinting services, with additional hints about methods of doing the imprinting in their own organization. That is one possible solution . . . if printers insist on charging too much for the service. Do any readers of *The Reporter* have any suggestions which would help on this problem?

"HE'S ON THE WAGON, signed the pledge,
quit drinking completely and irrevocably."
"Alcoholics Anonymous?"
"No," alcoholic's arthritis. Can't bend
elbow."

—from "Phoenix Flame" h.m. of
Phoenix Metal Cap Co.
Chicago, Illinois

GENTLEMEN: Please

By PAUL DYAL

"Please send me ABSOLUTELY FREE!"

One of those swell chicks

That I often see

Perched on the mainmast of your ad,

Especially the one that says:

"I can be HAD"

Or, if she's not available

I'll take instead

The one on the ad

With the letters in RED:

"SAMPLE FREE"

Boy, oh boy—that's for me!

Of course, if you MUST,

You may substitute:

The one on your billboard

Is just as cute.

"She's only an attention getter"

The ad men yell,

"Put there to help us SELL"

And to this I wolfishly agree

Though the price is high

Please SEND ME THREE.

With my mind on the dames

My blood begins to simmer.

The gals grow luscious

The words get dimmer.

My thoughts must be human,

If my dreams could be real:

"The skin you love to touch"

Is the one I would FEEL.

You say my Psychosis is affected,

These repressed desires

Should be corrected—

But you've aroused the huMANe in me,

And I want to shout:

"To be or not to be".

The illustration is superb.

Your headline I will trust—

But be sure to send the gal

With the Bali "Bust"

And, don't forget to tell me

What it is that you sell

For the SEX in your ads

And the WORDS don't jell.

So, GENTLEMEN, PLEASE:

"Please send me ABSOLUTELY FREE!"

One of those swell chicks

That I often see

Perched on the mainmast of your ad,

Especially the one that says:

"I CAN BE HAD"

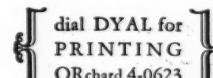
However, IF it's products or services

To the people you'd rather SELL,

Let The House of Dyal write the WORDS

And draw the PICTURES as well.

—Copyright 1947



THE HOUSE OF DYAL

Printing - Advertising

30 Irving Place, New York 3, N.Y.



GOING AT IT HAMMER AND TONGS

Never has the demand for paper and paper-board been so great. 1946 production shattered all records. Yet this year's schedules call for a 10% increase.

It is a huge task that the paper industry faces—a task that is complicated by a scarcity of raw materials. International's organization is putting forth every effort—with woodsmen, millmen, salesmen and distributors all cooper-

ating to meet the unprecedented demand. International Paper Company, 220 East 42nd St., New York 17, New York.

